American Journal Of Small Business

Index: Volume II 1977 - 1978

AUTHOR INDEX

Articles

BREWERTON, FRANCIS J., ELIAS R. CALLAHAN, JR., R. WAYNE GOBER. *Applying the Community Development Corporation (CDC) Concept to the Funding of Small Business in Today's Environment.* 3:5-15.

BROWN, KEITH. See CURRY, DAVID.

BURR, PAT L. *A Look at the Female Entrepreneur.* 3:1-4.

CALLAHAN, ELIAS R., JR. See BREWERTON, FRANCIS J.

CHANDRAN, RAJAN. See DEMPSEY, WILLIAM.

CURRY, DAVID and KEITH BROWN. *Decision Theory: Its Value in the Small Business* 4:33-44.

DAILEY, ROBERT C., THOMAS E. REUSCHLING, RICHARD F. DeMONG. *The Family Owned Business: Capital Funding.* 2:30-39.

DeMONG, RICHARD F. See DAILEY, ROBERT C.

DEMPSEY, WILLIAM and RAJAN CHANDRAN. *A Model for Managing Seasonal-Style Goods Inventories.* 2:22-29.

DiPIETRO, WILLIAM and BANSI SAWHNEY. *Business Failures, Managerial Competence, and Macroeconomic Variables.* 2:4-15.

FLEWELLEN, W.C., JR. *University Business Development Centers.* 2:1-3.

GADHIA, LALIT and JACK J. TAWIL. *An Analysis of Small Business Administration's Surety Bond Guarantee Program.* 1:1-11.

GIRALDEAU, ROGER. See KRYZANOWSKI, LAWRENCE.

GOBER, R. WAYNE. See BREWERTON, FRANCIS J.

GOMOLKA, EUGENE G. *Characteristics of Minority Entrepreneurs and Small Business Enterprises.* 1:12-21.

GOMOLKA, EUGENE G. *The Social Responsibility of Minority-Owned Small Business Companies. 4:1-12.*

HARGROVE, MERWIN M. and LYLE R. TRUEBLOOD. *Factors Affecting Entrepreneurial Opportunities for Service Station Management Operations.* 1:22-28.

JOHNSON, JAMES M. *Dimensions of SBIC and Venture Capital Financing.* 3:16-22.

KRYZANOWSKI, LAWRENCE and ROGER GIRALDEAU. *Venture Capital Management: A Survey of Attitudes Towards Selection Criteria.* 1:29-37.
LEDBETTER, WILLIAM N. and ROBERT W. ZMUD. *Perceptions of Time-Sharing Service Firms Regarding the Small Business Market.* 4:24-32.
MONTGOMERY, AUSTIN H., JR. *A Systems Approach to Water Pollution Abatement for Small Business.* 4:45-54
PEDERSON, ARTHUR M. See VESPER, KARL H.
PRUDEN, HENRY O. See SWAN, JOHN E.
REUSCHLING, THOMAS E. See DAILEY, ROBERT C.
REUTER, VINCENT G. *Small Businesses Really Do Manage.* 3:23-32.
SAWHNEY, BANSI. See DiPIETRO, WILLIAM.
SCHWESER, CARL. *Cash Management for the Small and Medium Sized Business.* 3:33-37.
SONFIELD, MATTHEW C. *An Attitudinal Comparison of Black and White Small Businessmen.* 3:38-45.
SWAN, JOHN E. and HENRY O. PRUDEN. *Marketing Insights from a Classification of Services.* 1:38-48.
TAWIL, JACK J. See GADHIA, LALIT.
TESAR, GEORGE. *Identification of Planning, Attitudinal, and Operational Differences Among Types of Exporters.* 2:16-21.
TRUEBLOOD, LYLE R. See HARGROVE, MERWIN M.
TUGGLE, FRANCIS D. *The Goal Setting Process Within Small Businesses.* 4:13-23.
VESPER, KARL H. and ARTHUR M. PEDERSON. *Venture Capital Through 'Regulation A' Public Offering.* 2:40-49.
ZMUD, ROBERT W. See LEDBETTER, WILLIAM N.

Book Reviews

BAUMBACK, CLIFFORD M. and JOSEPH R. MANCUSO. *Entrepreneurship and Venture Management.* Reviewer: HERBERT KATZENSTEIN. 4:55-56.
BROOM, H.N. and J.C. LONGENECKER. *Small Business Management.* Reviewer: LAWRENCE KRYZANOWSKI. 4:57-58.
BATY, GORDON B. *Entrepreneurship: Playing to Win.* Reviewer: JACK E. THORNTON. 1:49-50.
DANIELLS, LORNA M. *Business Information Sources.* Reviewer: ANN HAYNIE GREEN. 3:46-47.
LONGENECKER, J.C. See BROOM, H.N.
MANCUSO, JOSEPH R. See BAUMBACK, CLIFFORD M.
MEGGINSON, LEON C. See TATE, CURTIS E.
NORRIS, JAMES S. *Advertising.* Reviewer: ROBIN T. PETERSON. 1:50-51.

REICHARD, ROBERT S. *The Figure Finaglers.* Reviewer: GLENN H. gilbreath. 2:52-53.
SCOTT, CHARLES R., JR. See TATE, CURTIS E.
SIROPOLIS, NICHOLAS C. *Small Business Management, A Guide to Entrepreneurship.* Reviewer: STAHRL EDMUNDS. 3:48-49.
TATE, CURTIS E., LEON C. MEGGINSON, CHARLES R. SCOTT, JR., LYLE R. TRUEBLOOD. *Successful Small Business Management.* Reviewer: JOHN C. APLIN, JR. 1:51-53.
TRUEBLOOD, LYLE R. See TATE, CURTIS E.

Book Reviewers

APLIN, JOHN C. See TATE, CURTIS E. under Book Reviews.
EDMUNDS, STAHRL. See SIROPOLIS, NICHOLAS C. under Book Reviews.
GILBREATH, GLENN H. See REICHARD, ROBERT S. under Book Reviews.
GREEN, ANN HAYNIE. See DANIELLS, LORNA M. under Book Reviews.
KATZENSTEIN, HERBERT. See BAUMBACK, CLIFFORD M. under Book Reviews.
KRYZANOWSKI, LAWRENCE. See BROOM, H.N. under Book Reviews.
PETERSON, ROBIN T. See NORRIS, JAMES S. under Book Reviews.
THORNTON, JACK E. See BATY, GORDON B. under Book Reviews.

Dissertation Abstract

DOUTT, JEFFREY T. *Productivity in Fast-Food Retailing.* 2:50-51.

TITLE INDEX

Articles

An Analysis of Small Business Administration's Surety Bond Guarantee Program. LALIT GADHIA and JACK J. TAWIL. 1:1-11.
Applying the Community Development Corporation (CDC) Concept to the Funding of Small Business in Today's Environment. FRANCIS J. BREWERTON, ELIAS R. CALLAHAN, JR., R. WAYNE GOBER. 3:5-15.
An Attitudinal Comparison of Black and White Small Businessmen. MATTHEW C. SONFIELD. 3:38-45.
Business Failures, Managerial Competence, and Macroeconomic Variables. WILLIAM DiPIETRO and BANSI SAWHNEY. 2:4-15.
Cash Management for the Small and Medium Sized Business. CARL SCHWESER. 3:33-37.

Characteristics of Minority Entrepreneurs and Small Business Enterprises. EUGENE G. GOMOLKA 1:12-21.
Decision Theory: Its Value in the Small Business. DAVID CURRY and KEITH BROWN. 4:33-44.
Dimensions of SBIC and Venture Capital Financing. JAMES M. JOHNSON. 3:16-22.
*Factors Affecting Entrepreneurial Opportunities for Service Station Management Operations.*MERWIN M. HARGROVE and LYLE R. TRUEBLOOD. 1:22-28.
The Family Owned Business: Capital Funding. ROBERT C. DAILEY, THOMAS E. REUSCHLING, RICHARD F. DeMONG. 2:30-39.
The Goal Setting Process Within Small Businesses. FRANCIS D. TUGGLE. 4:13-23.
Identification of Planning, Attitudinal, and Operational Differences Among Types of Exporters. GEORGE TESAR. 2:16-21.
A Look at the Female Entrepreneur. PAT L. BURR. 3:1-4.
Marketing Insights from a Classification of Services. JOHN E. SWAN and HENRY O. PRUDEN. 1:38-48.
A Model for Managing Seasonal-Style Goods Inventories. WILLIAM DEMPSEY and RAJAN CHANDRAN. 2:22-29.
Perceptions of Time-Sharing Service Firms Regarding the Small Business Market. WILLIAM N. LEDBETTER and ROBERT W. ZMUD. 4:24-32.
Small Businesses Really Do Manage. VINCENT G. REUTER. 3:23-32.
The Social Responsibility of Minority-Owned Small Business Companies. EUGENE G. GOMOLKA. 4:1-12.
A Systems Approach to Water Pollution Abatement for Small Business. AUSTIN H. MONTGOMERY, JR. 4:45-54.
University Business Development Centers. W.C. FLEWELLEN, JR. 2:1-3.
Venture Capital Management: A Survey of Attitudes Towards Selection Criteria. LAWRENCE KRYZANOWSKI and ROGER GIRALDEAU. 1:29-37.
Venture Capital Through 'Regulation A' Public Offering. KARL H. VESPER and ARTHUR M. PEDERSON. 2:40-49.

Book Reviews

Advertising. JAMES S. NORRIS. Reviewer: ROBIN T. PETERSON. 1:50-51.
Business Information Sources. LORNA M. DANIELLS. Reviewer: Ann Haynie Green. 3:46-47.
Entrepreneurship and Venture Management. CLIFFORD M. BAUMBACK and JOSEPH R. MANCUSO. Reviewer: HERBERT KATZENSTEIN. 4:55-56.
Entrepreneurship: Playing to Win. GORDON B. BATY. Reviewer: JACK E. THORNTON. 1:49-50.

The Figure Finaglers. ROBERT S. REICHARD. Reviewer: GLENN H. GILBREATH. 2:52-53.
Small Business Management. H.N. BROOM and J.C. LONGENECKER. Reviewer: LAWRENCE KRYZANOWSKI. 4:57-58.
Small Business Management, A Guide to Entrepreneurship. NICHOLAS C. SIROPOLIS. Reviewer: STAHRL EDMUNDS. 3:48-49.
Successful Small Business Management. CURTIS E. TATE, JR., LEON C. MEGGINSON, CHARLES R. SCOTT, JR., LYLE R. TRUEBLOOD. Reviewer: JOHN C. APLIN, JR. 1:51-53.

Dissertation Abstract

Productivity in Fast-Food Retailing. JEFFREY T. DOUTT. 2:50-51.